

ATTACHMENT 9

**STANDARD AWARD
National Library of Medicine
AIDS Community Information Outreach Project**

Checklist for Submission

This checklist is intended to help you. It is not a requirement nor does it need to be included in the proposal.

- ☐ Cover sheet with:
 - ☐ Title of Project
 - ☐ Name of Proposing Organization
 - ☐ DUN Number
 - ☐ Contact Information (technical and administrative, if different)
 - ☐ One paragraph abstract/summary
 - ☐ Proposal Category (Standard or Express)
- ☐ Statement of Work
- ☐ Resumes/CVs of proposed personnel OR Position descriptions with job requirements for empty positions
- ☐ Letters of commitment from formal partners
- ☐ Letters of support from community or other relevant groups
- ☐ Matrices and other forms
- ☐ Documents that show evidence of relevant experience such as samples of training materials developed, web sites, promotional materials.

Components of Statement of Work

Goal(s) – Describe in detail the goals of the project and how the requested funds will help accomplish them. A goal is a broad statement describing the ultimate benefits that the project will work toward accomplishing by the end a successful project. Information outreach project goals often include improving access and use of health information.

Objective(s) – Describe the expected results and benefits for each measurable objective as it relates to the criterion of the RFQ and the goal of the project. There are different kinds of objectives, but they are generally steps required to achieve the stated goals.

Discussion – Address the accomplishments of each objective including the outcome(s), the target population, and what resources will be used. It is very important to fully discuss **HOW** you will accomplish each objective. Measurable objectives are the most important part of the entire proposal. For example, if training is a component of the project, make sure that a description of the content of the training is included in the proposal.

Target Audience – Describe the target audience(s) including your connection with these groups. Discuss the need for the project that is being proposed for this audience. If you cannot refer to a formal needs assessment, provide other types of supporting documentation including demographic information.

Personnel – Describe the people who will be carrying out the project. Who will be responsible and what are their qualifications? Relate their qualifications to the work that will be done. If personnel will be hired to do the work, include the job description and the requirements for the job.

Evaluation – Methodology for Measuring Success - Discuss how you will know whether your project is a success. Describe what the project will accomplish and *how* you will measure the progress made. Some relevant examples of evaluation tools include: conducting pre and post tests for training activities, assessing how frequently someone uses a new tool, and measuring change in the number of hits to a web site after a promotional activity.

Helpful Hints

Comments from previous review groups

- The statement of work should be clear, concise and reasonably comprehensive. You should assume that the reviewers do not know about you or your organization and you should tell them clearly what you propose to do and how you will do it. You should be able to state this in no more than ten pages.
- Letters of support or commitment should be individualized and not appear as form letters simply signed by the sender. Letters of commitment should state specifically what each partner will do – what their responsibilities are – what their contribution will be. Support from local community representatives and potential users is viewed favorably and letters from relevant organizations is helpful (e.g., health department, churches, clinics, service organizations)
- The reviewers do not look favorably on a proposal to develop “yet another AIDS-related web site.” If you propose a web site as a significant part of your project, you should include substantive discussion about why this is important. For example, is there something unique about what you are doing – providing access to a unique and useful local resource, developing a web site in another language or for a specific culture not otherwise available.
- CONTENT – CONTENT – CONTENT: Make sure that you include a discussion of content. If you are developing materials make sure to include discussion about the content and make sure that the people doing the work are qualified. For example, if you are developing a web site that, among other things, will include web links you should discuss how those links will be selected (selection criteria are useful).
- Do not include excessive information or excessive supporting documentation. Include only information and documentation directly relevant to this project and proposal.